

## CLAIMS

What is claimed is:

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1. An apparatus for accessing and displaying multimedia content,  
comprising:

5 (a) database means for storing multimedia content records and references to  
media files for a multimedia presentation; and

(b) software engine means, executable on a computer, for seamlessly  
accessing a content record in said database means and locating and displaying media  
elements referred to in that content record.

10 2. An apparatus for accessing and displaying multimedia content,  
comprising:

(a) a database containing multimedia content records and references to  
media files for a multimedia presentation; and

(b) a software engine, executable on a computer, said software engine  
seamlessly accessing a content record in said database and locating and displaying  
media elements referred to in that content record.

15 3. An apparatus for accessing and displaying multimedia content,  
20 comprising:

(a) a programmable data processor;

(b) a database containing multimedia content records and references to

media files for a multimedia presentation; and

(c) programming associated with said programmable data processor for carrying out the operations of seamlessly accessing a content record in said database means and locating and displaying media elements referred to in that content record.

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4. A computer program for accessing and displaying multimedia content, comprising a set of instructions stored on a media accessible by a computer and executable on said computer, wherein said computer program performs the steps of seamlessly accessing a content record in a database and locating and displaying media elements referred to in that content record.

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5. A multimedia delivery apparatus, comprising:

(a) a database containing multimedia content records and references to media files for a multimedia presentation, and

(b) a software delivery engine associated with said database and executable on a computer for seamlessly accessing a content record in said database means and locating and displaying, as one seamless multimedia application, media elements referred to in that content record, whether said media elements are stored on a local storage device or stored remotely on an Internet server.

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6. A method for displaying multimedia content, comprising the steps of:

(a) storing in a database, multimedia content records and references to media

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